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PATENT

Matter No.: 310048-628199

Applicant: Wynn Bailey et al.

Title: SYSTEM AND METHOD FOR GENERATING CUSTOMIZED AND/OR PERSONALIZED DOCUMENTS

Serial No.: 09/912,188

Filed: July 24, 2001

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Commissioner for Patents
Washington, D.C. 20231

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POWER OF ATTORNEY

Sir:

Avery Dennison Corporation, having become the owner of all rights to this application by virtue of an Assignment executed by the inventor concurrently with the execution of the application, the Assignment being submitted with this power of attorney for recording, appoints:

Berman, C., Reg. 29249
Bobys, M.P., Reg. 45,267
Bosworth, M.K., Reg. 28,186
Bovasso, L.J., Reg. 24,075
Boyce, J., Reg. 40,920
Brown, M.E., Reg. 28,590
Burton, D.L., Reg. 45,323
Canter, B., Reg. 34,792
Chen, A., Reg. P48,508
Chou, C., Reg. 41,672
Coleman, B.R., Reg. 39,145
Cullman, L.C., Reg. 39,645
Darrow, C., Reg. 30,166
Diepenbrock III, A.B., Reg. 39,960
Edwards, W.G., Reg. 44,426
Farber, M., Reg. 32,612

Guernsey, L.B., Reg. 40,008
Guillot, R.O., Reg. 28,852
Hamrick, C.A.S., Reg. 22,586
Hansen, S.R., Reg. 38,486
Harris, M.D., Reg. 26,690
Hayden, R.D., Reg. 42,645
Heyninck, M., Reg. 44,763
Hickman, P.L., Reg. 28,516
Howell, S.M., Reg. 45,929
Hughes, M.J., Reg. 29,077
Inskip, J.W., Reg. 33,910
Jastram, H.D., Reg. 19,777
Kelley, S.S., Reg. 43,449
Kennedy, B., Reg. 33,407
Khan, T., Reg. 46,273
Kudla, J.P., Reg. P47,724

Larson, D.N., Reg. 29,401
Lazaris, S.J., Reg. 45,981
Lervick, C.J., Reg. 35,244
Lieske, S.C. Reg. 47,749
MacLean, K.A., Reg. 31,118
McKinley, D., Reg. 42,867
McRoss, L., Reg. 40,427
Morton, C.A., Reg. 44,954
Nader, R., Reg. P47,260
Roberts, R.E., Reg. 38,597
Rose, A. C., Reg. 17,047
Rosenberg, C., Reg. 31,464
Sherry, L., Reg. 43,918
Smith, G.P., Reg. 20,142
Swinton, B., Reg. P49,050
Wood, G.B., Reg. 28,133

whose address is:

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their attorneys to prosecute this application and to transact in connection with the application all business in the Patent and Trademark Office and before competent International Authorities including the World Intellectual Property Organization.

To the best of my knowledge and belief, title is in the assignee identified above. I am empowered to act on behalf of the assignee.

I declare that all statements made herein of my own knowledge are true, and that all statements made on information and belief are believed to be true. I make these statements with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements may jeopardize the validity of the application or any patent issuing from the application.

Avery Dennison Corporation

Date: 2/5/02

By 
Name: R. P. Randal

Title: Vice President, Associate General
Counsel, and Assistant Secretary

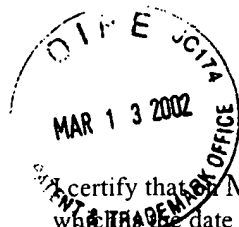
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when I have signed this
certificate, this correspondence and
all identified attachments are being
deposited with the United States
Postal Service as first class mail in an
envelope addressed to: Commissioner
for Patents, Washington, D.C. 20231.

Jessica S. Brown
Jessica S. Brown

Applicant: Wynn Bailey et al.

Serial No.: 09/912,188

Filed : July 24, 2001

Title: System and Method for
Generating Customized and/or
Personalized Documents

Examiner: Not known

Group Art Unit: 2171

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Commissioner for Patents
Washington, D.C. 20231

TRANSMITTAL OF POWER OF ATTORNEY FOR PATENT APPLICATION

Sir:

Enclosed please find the original Power of Attorney for the above-referenced patent application.

We authorize the Commissioner to charge Deposit Account No. 16-2230 for payment of any additional fees required by this response or to credit any overpayment to the account. We enclose a duplicate copy of this sheet.

March 5, 2002

Marc E. Brown

Marc E. Brown, Reg. No. 28,590
Attorney for Applicant

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